

Digital Underwriting Overview

Our audience engages with our website and newsletter to stay informed and they appreciate that ads are non-intrusive, and newsletters are sent on a consistent schedule. We know MANY people in this group are digital-only users and never turn on/stream WCBU and instead choose to read their news online.

- WCBU.org averages 75,000 monthly users and 130,000 page views.
- WCBU's Fan Fare newsletter has 4,200+ subscribers with an impressive open rate over 40%.

* Data provided by Nielsen, Triton, Emma, and Google Analytics

WCBU.org Display Ads

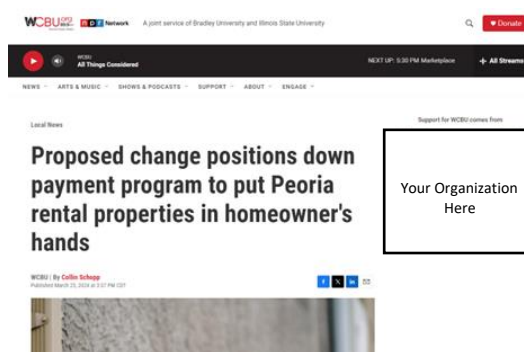
Graphics can be changed anytime, featuring specific calls to action and language prohibited on-air. Impressions can be allocated annually or used in groups of 10,000 to increase web traffic at specific times of the year.

Mobile view stories are limited to two ads max per page. Desktop view stories are limited to four ads max per page. Desktop ads are 300x250 pixels and mobile ads are 320x50 pixels. Leaderboard ads are 728x90 pixels and are available to annual underwriters and show sponsors.

Rates:

\$300 per 10,000 impressions
 \$850 per 30,000 impressions
 \$1,600 per 60,000 impressions
 \$3,000 per 120,000 impressions

desktop view:



mobile view:



Streaming Pre-Roll

We have a robust audience streaming content through Wcbu.org, NPR, or smart speakers like Google Home or Alexa rather than traditional FM radio. We offer :15 message pre-roll messages for underwriters to be the first message listeners hear each time they live stream or listen to on-demand stories. This opportunity guarantees each listener hears your message and it reaches a highly engaged audience.

Rates:

\$500 per 10,000 impressions
 \$1500 per 30,000 impressions
 \$2700 per 60,000 impressions
 \$5100 per 120,000 impressions

Weekday News Fanfare

Fanfare is typically sent to subscribers twice weekly, featuring the top local news stories. Ads are 728x90 pixels and are limited to two per edition.

Rates:

\$150 for one ad

\$850 for six ads

\$1,700 for twelve ads

Arts and Culture Fanfare

The Arts and Culture newsletter is sent out each Friday featuring a guide for what is happening in Greater Peoria that weekend. Curated by Jody Holtz, the newsletter features our weekly Out and About review, the top community events, and NPR arts and culture features not to be missed. Ads are 728x90 pixels and limited to two per edition.

Rates:

\$200 for one ad

\$1,100 for six ads

\$2,000 for twelve ads

Special Edition Newsletters

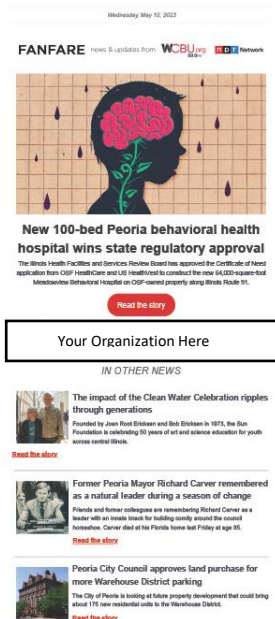
Our Summer newsletter goes out at the beginning of May to promote the great things happening in the community over the summer. We have two Holiday newsletters, one sent the week before Black Friday/Small Business Saturday and the second at the beginning of December to promote holiday events and shopping local. A newsletter ad includes a 1000x1000 pixel image and 50 word promotional message, which can include calls to action and language prohibited on-air.

Rates:

Current underwriter newsletter add-on: \$300/newsletter

Special Edition promo packages: starting at \$800

Weekday News Fanfare:



Special Edition Newsletter:

